

# Careers in Action

## Summer Teacher Internship/Lesson Plan Writing Project

This lesson has been endorsed by Iris Chavarin, Hotel Administrator, Renaissance Casa de Palmas Hotel

Karin Cervantes	English III ESL	Fall 2006
<b>Teacher's Name</b>	<b>Course/Subject</b>	<b>Date(s)/Time</b>

<b>Content</b>	<b>Objective(s)</b>	<b>Career Concentration(s)</b>
	Given sample literature, TLW develop effective writing skills by designing a brochure offering at least ten services in a hotel business complete with proper grammar, punctuation, and sentence structure.	<input type="checkbox"/> Agricultural Science <input checked="" type="checkbox"/> Human Dev., Management & Services <input type="checkbox"/> Art, Communications & Media <input type="checkbox"/> Industrial and Engineering <input checked="" type="checkbox"/> Business & Marketing <input type="checkbox"/> Personal and Protective Services <input type="checkbox"/> Health Science Technology

**TEKS Reference:** 1A,C, 2C,D, 3A, B, D, 4B, 13C

**TAKS Reference:** Writing 2, 3

<b>Process</b>	<b>Focus/Anticipatory Set</b>	<b>Bloom's Taxonomy in Lesson</b>	<b>Multiple Intelligences</b>	<b>SCANS</b>					
	I will show pictures of different hotels (brochures/ images/visuals) and inform students that this is a form of advertisement to promote the hotel. <b>Relevance/Connection to Workplace</b> The Sales & Marketing Dept. at the Renaissance focused on acquiring new clients to stay at the hotel. They used hotel brochures and wedding/ catering services to advertise in the community.	<input type="checkbox"/> Knowledge <input type="checkbox"/> Comprehension <input type="checkbox"/> Application <input type="checkbox"/> Analysis <input checked="" type="checkbox"/> Synthesis <input type="checkbox"/> Evaluation	<input type="checkbox"/> Linguistic <input checked="" type="checkbox"/> Logical/Math <input type="checkbox"/> Musical <input type="checkbox"/> Spatial <input type="checkbox"/> Bodily-Kinesthetic <input checked="" type="checkbox"/> Intrapersonal <input checked="" type="checkbox"/> Interpersonal <input type="checkbox"/> Naturalist	Foundation					
			Competencies						

<b>Instructional Methodology (Activities)</b>	<b>Instructional Material(s)</b>
<input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Class/Group Discussion <input type="checkbox"/> Teacher Modeling <input type="checkbox"/> Question/Answer <input checked="" type="checkbox"/> Media Presentation <input type="checkbox"/> Guided Practice <input type="checkbox"/> Small Group <input checked="" type="checkbox"/> Independent Practice	Renaissance brochure and wedding package information.

<b>Detail(s) of Instructional Methodology (Activities)</b>	<b>Materials/Resources</b>
I will explain to the students that advertisement is a very important part of the hotel business, because they always want to bring in new clients. The Renaissance uses brochures to show the community what they offer. After lecturing on correct grammar and complete sentences, I will instruct the students to design their own hotel brochure that consists of the hotel description, directions, and amenities, using effective writing skills. Students will be monitored as they write, and will present their brochures to the class.	Copies of Renaissance brochure and wedding packages, hotel information from the Internet, paper, pencils, markers.

	<b>Use of Technology</b>
	Students will be able to use the Internet to research different types of hotels that are advertised in the community.

**Accommodations**

Lesson may be adapted for special education students.

<b>Product</b>	<b>Assessment</b>	<b>Bloom's Taxonomy in Assessment</b>
	<input checked="" type="checkbox"/> Teacher Evaluation <input type="checkbox"/> Peer/Self Evaluation <input type="checkbox"/> Employer Evaluation <input checked="" type="checkbox"/> Written/Oral Presentation <input type="checkbox"/> Test/Quiz <input type="checkbox"/> Others; _____	<input type="checkbox"/> Knowledge <input type="checkbox"/> Analysis <input type="checkbox"/> Comprehension <input checked="" type="checkbox"/> Synthesis <input type="checkbox"/> Application <input type="checkbox"/> Evaluation

<b>Reteach Activity/Homework</b>	<b>Lesson Closure</b>
Student will pretend they are a Sales Manager at the hotel, and compose a letter to a client, thanking them for signing a contract with the hotel.	Teacher and class will review the importance of effective writing skills.